

Artists of Abraham Lincoln portraits

Frederic Van der Plank

Excerpts from newspapers and other sources

From the files of the Lincoln Financial Foundation Collection







LINCOLN NATAMAL PUBLICITY DEPARTMENT Referred to

1937

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LIFE INSURANCE CO.

42 East Superior St. Chicago, Ill. August 5, 1937

Mr. F. L. Fisher, Advertising Manager Lincoln National Life Insurance Company Fort Wayne, Indiana

Dear Mr. Fisher:

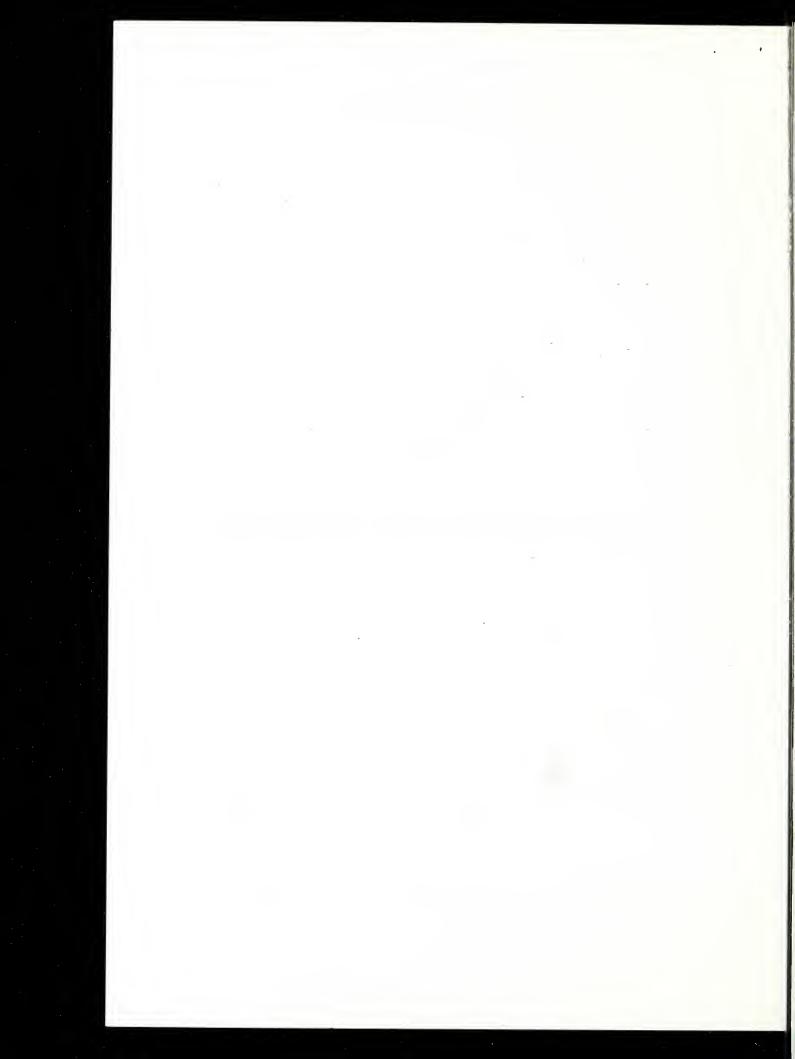
I am enclosing a woodblock print of Lincoln which I have recently made. My thought in making this woodcut was to sell a limited number of prints, 500 perhaps, at \$5.00 each and then destroy the block.

However, it has since occurred to me that your company might be interested in buying the woodblock outright and offering prints in your advertising. I know you have offered pictures of Lincoln before, and a woodblock print such as this would have a more widespread appeal because of the artistic value, added to the patriotic appeal of Lincoln.

Would you be interested in this woodcut for advertising purposes? I would appreciate an early answer because if you are not interested, I should like to proceed with my own plans for selling the prints.

Very truly yours.

Frederic van der Plank



August 11, 1937

Mr. Frederic van der Plank 42 East Superior Street Chicago, Illinois

Dear Mr. van der Plank:

Your letter to Mr. Fisher has been referred to this department inastach as the Lincoln National Foundation is consulted on Lincoln projects submitted.

We do not see any way we can utilize the very fine woodcut as we have a standard Lincoln photograph which is used here in our work.

We thank you very much for being allowed to see this interesting study and will keep it in our files for reference in case there does come a time when we can utilize a work of art such as you have produced.

Very truly yours.

LAW: HB

Director

